



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 338480

Schedule Dates

10/24/12-10/30/12

Advertiser

Pol/Iss/NC Supreme Court Race (17043)

Agency

Innovative Advertising (2144)

Product

Political - Issue (1068)

Brand

1023 NC SUPR CT (140418)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

GUERRA, HEIDI

Date Entered

10/23/12

Last Modified

10/23/12

Entered By

Jill Hipskind

CO-OP

No

Headline #

06392012

Demo

Normal

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$16,646.25

Net Total

\$94,328.75

Sales Tax

Charlotte (WSOC)
By Broadcast Month

Spots

Rate

Oct. 2012	44	\$77,100.00
Nov. 2012	11	\$33,875.00
Grand Total:	55	\$110,975.00

Innovative Advertising
403 North Columbia Street
Covington, LA 70433

Account Types
Billing Type
Comments

National/Political
Standard
NC SUPREME COURT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	4:30A- 4:59A (EST)	4			X	X	X			4	\$275.00	\$1,100.00	Charlotte (WSOC)		10/23/12
2.0	Normal Line / Spot	10/24/12-10/26/12	2	:30	5A- 5:30A (EST)	4			X	X	X			4	\$650.00	\$2,600.00	Charlotte (WSOC)		10/23/12
3.0	Normal Line / Spot	10/24/12-10/26/12	2	:30	5:30A- 6A (EST)	4			X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		10/23/12
4.0	Normal Line / Spot	10/24/12-10/26/12	2	:30	8A- 9A (EST)	4			X	X	X			4	\$1,600.00	\$6,400.00	Charlotte (WSOC)		10/23/12
5.0	Normal Line / Spot	10/24/12-10/26/12	2	:30	12P- 1P (EST)	4			X	X	X			4	\$650.00	\$2,600.00	Charlotte (WSOC)		10/23/12
6.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	6P- 6:30P (EST)	4			X	X	X			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)		10/23/12
7.0	Normal Line / Spot	10/27/12-10/27/12	2	:30	7P- 7:30P (EST)							1			\$900.00		Charlotte (WSOC)		10/23/12
8.0	Normal Line / Spot	10/28/12-10/28/12	2	:30	6P- 6:30P (EST)								5		\$2,100.00	\$10,500.00	Charlotte (WSOC)		10/23/12
9.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	7P- 7:30P (EST)	4			X	X	X			4	\$2,000.00	\$8,000.00	Charlotte (WSOC)		10/23/12
10.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	8P- 9P (EST)	1								1	\$9,000.00	\$9,000.00	Charlotte (WSOC)		10/23/12
11.0	Normal Line / Spot	10/30/12-10/30/12	2	:30	10P- 11P (EST)	1								1	\$7,500.00	\$7,500.00	Charlotte (WSOC)		10/23/12
12.0	Normal Line / Spot	10/24/12-10/24/12	2	:30	8P- 9P (EST)	1								1	\$7,500.00	\$7,500.00	Charlotte (WSOC)		10/23/12
13.0	Normal Line / Spot	10/25/12-10/25/12	2	:30	8P- 9P (EST)	1								1	\$6,000.00	\$6,000.00	Charlotte (WSOC)		10/23/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Comments:

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GUERRA, HEIDI

Phone/Fax

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CPE

1023

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Standard

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CO-OP No

Headline # 06392012

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$16,646.25

Net Total \$94,328.75

Sales Tax

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	8P- 9P (EST)							1		1	\$3,600.00	\$3,600.00	Charlotte (WSOC)		10/23/12
16.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	7P- 8P (EST)								1	1	\$4,000.00	\$4,000.00	Charlotte (WSOC)		10/23/12
17.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	3:30P- 7P (EST)								1	1	\$3,000.00	\$3,000.00	Charlotte (WSOC)		10/23/12
18.0	Normal Line / Spot	10/27/12-10/27/12	2	:30	8P- 11:30P (EST)								1	1	\$5,500.00	\$5,500.00	Charlotte (WSOC)		10/23/12
19.0	Normal Line / Spot	10/27/12-10/27/12	3	:30	3:30P- 7P (EST)								1	1	\$3,500.00	\$3,500.00	Charlotte (WSOC)		10/23/12
20.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	4:30A- 4:59A (EST)		1	X						1	\$275.00	\$275.00	Charlotte (WSOC)		10/23/12
21.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	5A- 5:30A (EST)		1	X						1	\$650.00	\$650.00	Charlotte (WSOC)		10/23/12
22.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	5:30A- 6A (EST)		1	X						1	\$700.00	\$700.00	Charlotte (WSOC)		10/23/12
23.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	8A- 9A (EST)		1	X						1	\$1,600.00	\$1,600.00	Charlotte (WSOC)		10/23/12
24.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	9A- 10A (EST)		1	X						1	\$500.00	\$500.00	Charlotte (WSOC)		10/23/12
25.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	12P- 1P (EST)		1	X						1	\$650.00	\$650.00	Charlotte (WSOC)		10/23/12
26.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	6P- 6:30P (EST)		1	X						1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/23/12
27.0	Normal Line / Spot	10/29/12-10/29/12	2	:30	7P- 7:30P (EST)		1	X						1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		10/23/12
28.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	9A- 10A (EST)		4		X	X	X			4	\$500.00	\$2,000.00	Charlotte (WSOC)		10/23/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Cancellation:
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